SMS in Retail
White paper

Why SMS is so powerful?

Whether you are bricks and mortar or an ecommerce website, you need to communicate effectively with the people that matter; your customers, suppliers & staff. In Australia, mobile reaches more than 22m people. [*Source: Opera, July 2012*] and we think that SMS messaging is the key communication tool that should be an integral part of your communications mix.

Why do we think this?

Communication effectiveness

SMS messaging is not only a more personal form of communication but can be highly targeted and less affected by your competitors messages in the same channel. It's also quick to set up and costs just a few cents each.

Time is no object

If your message is time critical there are very few forms of communication that can compete with SMS messaging. On average it takes 90 seconds to respond to a text compared to 90 minutes for an email (CTIA) and you can include a webpage link, click-to-call phone number or, if you have a 2-way service, a reply message direct to your inbox.

No expensive resource needed

Because there's no complicated setup or learning curve you, or any member of your team, can start sending messages instantly.

Reach

Your target audience don't need to be on the web, watching TV or reading the paper. Your message can reach your customers wherever they are as long as they have a phone signal.

> " In comparison to other client-approaching techniques, such as email, SMS receives a 1.8 to 2.5 times greater click-through rate.
>
> **- Marketingmag.com.au**

Why SMS is great at generating sales

Hitting your targets by making the most out of seasonality or short term sales promotions can be the difference between boom and bust. SMS campaigns are cost effective and incredibly efficient at communicating your promotional messages.

> 79% of smartphone users use their phones to help with shopping and 74% make a purchase as a result.
>
> - Google / Ipsos 2010

Sales promotion

SMS messages can be sent and read within seconds and you can include a link to a web page, location or click-to-call call to action to get an instant conversion. No more unread emails or expensive phone calls just instant responses.

Lead generation

Virtual mobile numbers (VMN's), can be used to incentivise interaction and collect customer data. Some examples of how our customers have used VMN's include: 'reply YES for appointment', 'text YES for a voucher', 'text CALLME for a callback' and 'text STORE for your nearest store'.

Cart abandonment

You can set up an automated message reminder for your customers if they abandon your shopping cart which includes a link back to the basket they left. It's a simple solution to potential ecommerce leakage.

manchester warehouse

"Not having carried out an SMS campaign before, to be honest we were slightly nervous before the first one was carried out... We are now planning our forth SMS marketing campaign so I think its testament to the level of service and trust we have with Esendex."

Enhancing your customer service with SMS

Informing your customer of a current order, account or enquiry can be the difference between you and your competitors. And this service can be integrated with your current website or application creating an automated system which runs effortlessly in the background.

Delivery notifications

Keeping customers up to date with deliveries gives them peace of mind that what they have bought is on its way and adds an extra touch point with your customer, enhancing their purchase experience and developing your relationship.

Order confirmations and updates

Sometimes email confirmations can be lost, deleted or sent to the spam folder without ever having been read by your customer. In contrast, your SMS message cannot be added to a spam bin and you don't need an internet connection to receive the message.

Satisfaction surveys

SMS lends itself to being a great channel for customer surveys and can enhance after sales service markedly. Real-time feedback allows your business to respond quickly to your customers preventing a negative situation or reinforcing a positive one.

DAVID JONES

"I found the desktop messaging service great, fast and effective and the phone support from Esendex was exceptional. The SMS were very competitively priced too. Overall was really satisfied with the service - no room or need for improvement"

SMS and reducing your operating costs

In the current economic climate, identifying potential cost savings are essential for us all. We've enabled our customers to make these significant savings with SMS – for example cutting costs by automating delivery updates to reduce no shows. It's a perfect balance between expense, resource and customer service.

Reduce wasted appointments

Your business can automate the confirmation and reminders of appointment dates and times which can reduced the opportunity costs associated with no-shows.

Call Avoidance

Call centres represent a huge expense and have a large effect on the customers experience of your company. Many of these calls can be avoided by proactively informing customers of important enquiries through SMS such as delivery dates, order confirmations or returns procedures.

Improve logistics

SMS enables you to communicate quickly and easily with your field-based employees. Your SMS can include location details or updates on appointment information all without relying on complex and expensive telecommunications systems.

System alerts

Notifying development staff that your website server is down is quick and easy with SMS alerts. The right person or persons can be informed within seconds, minimising the disruption to your customers, lost sales and protecting your service level agreements.

"We're really pleased with the SMS service from Esendex. We used to call everyone which was both expensive and exhausting! Web SMS is really easy to use, and the clients prefer receiving their reminder by text as well as it doesn't interrupt them, unlike a telephone call can!"

Our Services

There are no license fees and no costs for setup, support or consultancy with our services. We can supply you with a free trial as well as advice on how other customers in the Retail industry have successfully applied our services. Our three main products include sending messages with our online application, via email or by integrating our API.

Sending online

Simplicity is the key to our online messaging platform Echo. Anyone can use Echo straight away to send messages to individuals or groups of contacts as text or voice to a mobile phone. Upload your contacts via Excel or CSV files for bulk sending.

Sending via email

Prefer to email? With Echo for email you can send messages as emails, via any email client, and have them received as text or voice messages.

Sending via your applications

Our REST API is the best solution for heavy duty users, who require their messages to be despatched automatically from their websites and applications. Our team of developers have worked hard to deliver straightforward and hassle free integration.
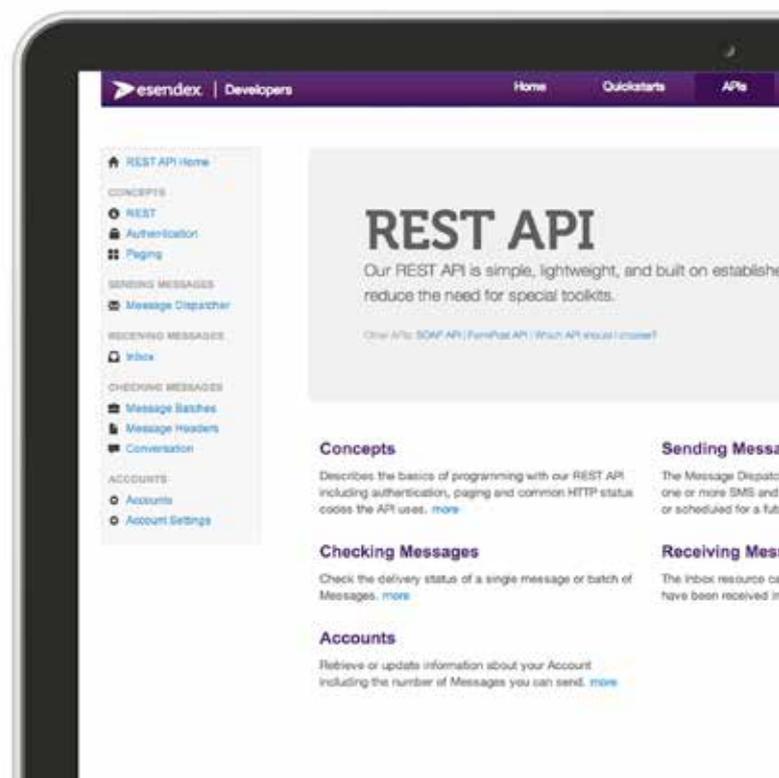
Not forgetting…

Virtual mobile numbers
Receive SMS messages online using an optional VMN

Voice SMS
Send SMS messages to landlines using our innovative text to speak feature

Sender ID
Brand SMS messages with your company name.

Our customers in the retail industry

Over the years we have worked with many organisations within the retail industry. We know our direct network connections, fault tolerant platform and one-to-one support are key in providing you with a service you're happy with.

Here's what a few of our customers have said recently about our services:

"The Esendex API is very intuitive and integrates well with our existing business applications... It's reliable and with outstanding availability. It really has helped keep our customers happy, which means we can get on with running the business and maintaining excellent service"

For more corporate reviews please contact our sales team on **1300 764 946**

"I have found the people at Esendex to be very fast at responding to my emails. Customer service at this company is second-to-none..."

"From our very first enquiry, the service has been superb..."

feefo

For more independent user reviews please see our feefo page!

Questions? Get in touch

Call us

Sales: 1-866-356-4694
Support: 1-866-356-4695
Billing: 1-866-356-4694

Email us

sales@esendex.us
support@esendex.us

Find us online

www.esendex.us

Visit us

50 California Street
Suite 1500
San Francisco
CALIFORNIA
94111
United States of America